



2024 Events Calendar

■ Trade Show
 ■ Virtual Trade Event
 ■ Promotion
 ■ Outbound Trade Mission
 ■ Inbound Trade Mission

EVENT	DATE	FOCUS	LOCATION
AFRICA			
■ Explore Opportunities - Africa: Customized Market Research (Morocco)	Sep 13 - Dec 31	Retail	Morocco
■ Explore Opportunities - Africa: Customized Market Research (South Africa)	Sep 13 - Dec 31	Retail	South Africa
■ Explore Opportunities - Africa: Customized Market Research (Egypt)	Sep 13 - Dec 31	Consumer Oriented	Egypt
■ East Africa Market Research: Alcoholic Beverages/Tree Nuts	Sep 27 - Dec 31	All Industry Focuses	Kenya, Tanzania
AUSTRALIA			
■ Australia Consumer Oriented Inbound Mission to Oregon and California	Sep 17 - Sep 20	Consumer Oriented	California
EAST ASIA			
■ 2024 Japan Consumer Oriented Inbound Buyers Mission	Mar 25 - Mar 29	Consumer Oriented	Las Vegas, NV / Sacramento, CA / Oakland, CA / Los Angeles, CA
■ 2024 Outbound Trade Mission to Palau	May 3 - May 5	All Industry Focuses	Palau
■ 2024 Recipe Development and Ingredient Demonstration at IFIA Tradeshow	May 20 - May 24	Ingredients	Tokyo Japan
■ 2024 WUSATA Pavilion at SIAL China	May 28 - May 30	All Industry Focuses	Shanghai
■ 2024 China Specialty Beverage Outbound Mission	Jun 17 - Jun 25	Specialty Beverage	Shanghai, Dalian, and Chengdu
■ 2024 Korea Animal Feed and Nutrition Inbound Mission to ID & NV	Jul 8 - Jul 12	Animal Nutrition	Idaho & Nevada
■ Japan Consumer-Oriented Inbound Mission to Guam	Jul 10 - Jul 11	Consumer Oriented	Guam
■ 2024 Taiwan Consumer Oriented Inbound Trade Mission to CA & HI	Jul 15 - Jul 19	All Industry Focuses	Hawaii & California
■ 2024 Korean New-to Market Menu Development (CANCELLED)	Aug 28	All Industry Focuses	Seoul, Korea
■ 2024 Organic and Functional Food Outbound Trade Mission	Sep 9 - Sep 13	Healthy Foods	Taipei, Taichung, and Kaohsiung Cities, Taiwan
■ Korea Dairy Inbound Trade Mission to WA & OR	Sep 24 - Sep 27	Consumer Oriented	Seattle, Washington & Portland, Oregon
■ 2024 Outbound Trade Mission to South Korea	Oct 16 - Oct 18	Consumer Oriented	Seoul, South Korea
■ Taiwan Beverage Inbound to CO & MT	Oct 21 - Oct 25	Specialty Beverage	United States
■ 2024 Korea Dried Fruit and Nut Inbound Mission	Nov 11 - Nov 15	Ingredients	California, Arizona, New Mexico
EUROPE			
■ 2024 Europe - Phase 1: Research & Communication Strategy	Jan 1 - Sep 30	Seafood	Europe
■ 2024 WUSATA Pavilion at Barcelona Seafood Expo Global	Apr 23 - Apr 25	Seafood	Fira Gran Via - Barcelona
■ 2024 European Inbound Trade Mission to CO, NM & WY	Jun 3 - Jun 7	Consumer Oriented	Colorado, New Mexico, Wyoming
■ WUSATA Pavilion at SIAL Paris	Oct 19 - Oct 23	All Industry Focuses	Paris, France
■ 2024 Europe Dried Fruit and Nut Inbound Mission	Nov 11 - Nov 15	Ingredients	California, Arizona, New Mexico
INDONESIA			
■ 2024 Food Ingredients Asia Trade Show - Indonesia	Sep 4 - Sep 6	Ingredients	JAKARTA
JAPAN			
■ 2024 FOOD EX in Japan	Mar 5 - Mar 8	Consumer Oriented	Tokyo
■ 2024 Outbound Trade Mission to Japan	Sep 16 - Sep 20	All Industry Focuses	Tokyo
KOREA, REPUBLIC OF			
■ 2024 Nevada Booth at Seoul Food & Hotel	Jun 11 - Jun 14	All Industry Focuses	Seoul

LATIN AMERICA

Colorado Pavilion at Mexico Healthy Product Summit	Jan 25 - Jan 27	Healthy Foods	Puerto Vallarta, Mexico
2024 WUSATA Pavilion at ANTAD Trade Show	Mar 12 - Mar 14	All Industry Focuses	Guadalajara, Mexico
2024 Latin America Produce Inbound Trade Mission to CA & ID	Jul 8 - Jul 12	Produce	CA & ID
2024 Latin America Produce Inbound Trade Mission to CA	Jul 8 - Jul 11	Produce	California
Cancelled 2024 Latin American Seafood Inbound Mission	Jul 10 - Jul 12	Seafood	OR & WA
2024 Latin America Ingredients & Food Service Inbound Trade Mission to ID & OR	Aug 12 - Aug 14	Foodservice/Ingredients	ID & OR
2024 Latin America Consumer Oriented Inbound Trade Mission to CA & NV	Aug 19 - Aug 23	Consumer Oriented	CA & NV
2024 Latin America Produce Inbound Trade Mission to ID	Sep 10 - Sep 11	Produce	Idaho
2024 Latin America Outbound Trade Mission	Dec 3 - Dec 6	Consumer Oriented	Mexico

MIDDLE EAST

2024 Media/Trade Tasting Event & Promotions	Feb 11 - Feb 17	All Industry Focuses	Dubai
2024 WUSATA Pavilion at Gulfood Trade Show	Feb 19 - Feb 23	Foodservice/Retail	Dubai

NORTH AMERICA

WUSATA State Pavilion at 2024 Winter Fancy Food	Jan 21 - Jan 23	Consumer Oriented	Las Vegas, NV
Canadian West Coast Cheese and Wine Activation	Jun 17 - Jun 20	Consumer Oriented	Vancouver, B.C.
2024 Canada Virtual Business to Business Trade Mission	Jul 10 - Dec 31	Consumer Oriented	Virtual
2024 Canada Consumer Oriented Inbound Mission to CA & NV	Aug 19 - Aug 23	Consumer Oriented	California and Nevada
2024 Consumer Oriented Outbound to Canada	Sep 4 - Sep 5	Consumer Oriented	Toronto, Canada
2024 Mexico Seafood Tasting Event	Oct 16	Seafood	Mexico City, Mexico
Vancouver Cheese and Meat Festival	Nov 1 - Nov 3	Consumer Oriented	The Pipe Shop - North Vancouver, 115 Victory Ship Way, North Vancouver, BC V7L 0B2, Canada
2024 Canada Consumer Oriented Inbound Mission	Dec 9 - Dec 13	Consumer Oriented	Anchorage, Alaska; Seattle, Washington

SOUTH ASIA

India Dried Fruit and Nut Inbound Mission	Dec 2 - Dec 6	Ingredients	California & Oregon
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SOUTHEAST ASIA

2024 WUSATA Pavilion at FHA Food & Beverage Trade Show	Apr 23 - Apr 26	All Industry Focuses	Singapore
2024 Outbound Trade Mission to Vietnam and Thailand	Jun 23 - Jun 29	Foodservice	Vietnam, Thailand
2024 Product Demonstration and Promotion, Vietnam and Thailand	Jun 23 - Jun 29	Foodservice	Vietnam
2024 ASEAN Animal Feed and Nutrition Inbound Trade Mission to ID & NV	Jul 8 - Jul 12	Animal Nutrition	ID, NV, UT
2024 Southeast Asia Consumer Oriented Inbound Mission	Dec 9 - Dec 13	Consumer Oriented	Anchorage, Alaska; Seattle, Washington

TAIWAN

Food Taipei 2024	Jun 26 - Jun 29	Consumer Oriented	Taipei
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UNITED STATES OF AMERICA

2024 ASEAN Consumer Oriented Inbound Trade Mission (Philippines/Vietnam)	Mar 24 - Mar 30	Consumer Oriented	CA/NV
2024 Korea Consumer Oriented Inbound Trade Mission	Jul 14 - Jul 20	All Industry Focuses	Hawaii, California
2024 Japan Food Service Inbound Trade Mission	Jul 15 - Jul 20	All Industry Focuses	ID & OR

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